

WHAT IS CLAIMED IS:

1. A system for playing an interactive game at an Internet Website of at least one entity, the system comprising at least one server for communicating with a plurality of user clients being operated by a plurality of users, said at least one server being designed and configured for:

- 5 (a) establishing an Internet connection with at least one user client;
- (b) receiving from at least one said user client of said plurality of user clients a completed first offline portion of said game, via said Internet connection, said first portion of said game being distributed to a user of said plurality of users only upon an off-line medium, said off-line medium further 10 bearing an Internet address of said entity;
- (c) thereafter, presenting said user client with the remaining portions of the game, via said Internet connection, so as to allow said user to play said remaining portions of the game online using said user client, via said Internet connection; and
- 15 (d) determining whether said user client has won or completed the game.

2. The system of claim 1, wherein if said user client has won or completed the game, said server awards a user of said user client a prize.

3. The system of claim 1, wherein said off-line medium is selected from the group consisting of tangible medium and electronic medium.

4. The system of claim 1, wherein functionality of said at least one server is provided by a combination of two or more servers.

5. The system of claim 3, wherein said tangible medium is selected from the group consisting of a CD ROM disc, a computer diskette, a magneto-

optical cartridge, a ZIP™ disc, a JAZZ™ disc, an advertising flyer, a preprinted coupon, a coupon printed at a point of sale, at least a portion of a package of a durable good, at least a portion of a receipt, a game card and a token.

6. The system of claim 3, wherein said electronic medium is selected from the group consisting of at least a portion of the body of an e-mail message, at least a portion of an e-mail attachment, a hypertext link, a JAVA™ script, an executable file, and at least a portion of a facsimile transmission.

7. The system of claim 1, wherein said off-line medium is distributed through a distribution channel selected from the group consisting of direct mailing, hand delivery to residences, hand delivery to places of business, distribution to employees in a workplace, distribution to students in a school, distribution with a periodical publication, distribution together with a product offered for sale, distribution to customers of a commercial establishment, distribution from distribution points in public places, e-mail and facsimile transmission.

8. The system of claim 1, wherein said at least one server is further designed and configured for:

(d) soliciting and receiving user specific information from said at least one user operating said user client.

9. The system of claim 2, wherein said server is further designed and configured for:

(d) facilitating redemption of said prize.

10. The system of claim 1, wherein said server is further designed and configured for:

(d) displaying one of a plurality of promotional messages.

11. The system of claim 1, wherein the game is selected from the group consisting of chess, backgammon, a card game, a dice game, checkers, Chinese checkers, go, MONOPOLY™, SORRY™, a video game, a virtual reality game, DUNGEONS AND DRAGONS™, a maze, lotto, bingo, keno, a race, a contest, a quiz and a test.

12. The system of claim 11, wherein said card game is selected from the group consisting of a poker game, blackjack, rummy, gin, solitaire, cribbage, casino, whist, euchre and acey-deucy.

13. The system of claim 11, wherein said dice game is selected from the group consisting of craps, casino craps, chuck a luck and over/under.

14. The system of claim 1, wherein said at least one entity includes at least two entities acting in concert.

15. The system of claim 1, wherein said code is unique in that it appears on only one of said off-line medium distributed to a user of said plurality of users.

16. The system of claim 15, wherein each of said unique codes expires after a single use, such that each user of said plurality of users may play the game only one time with each of said off-line medium.

17. A method for playing an interactive game at an Internet Website of at least one entity, the method comprising the steps of:

(a) distributing to a plurality of users an off-line medium, said off-line medium bearing an internet address of an entity and a first portion of the game;

- (b) establishing an Internet connection with at least one user client;
- (c) receiving at a server a completed first offline portion of the game, via said Internet connection, from a user client of a plurality of user clients operated by said plurality of users;
- 5 (d) thereafter, presenting said user client with the remaining portions of the game, via said Internet connection, so as to allow said user client to play said remaining portions of the game online, via said Internet connection; and
- (e) determining whether said user client has won or completed the game.

18. The method of claim 17, wherein the additional step of:

- (e) awarding to a user of said user client a prize if said user client has won or completed the game.

19. The method of claim 17, wherein said off-line medium is selected from the group consisting of tangible medium and electronic medium.

20. The method of claim 17, wherein providing functionality of said at least one server is accomplished by a combination of two or more servers.

21. The method of claim 19, wherein said tangible medium is selected from the group consisting of a CD ROM disc, a computer diskette, a magneto-optical cartridge, a ZIPTM disc, a JAZZTM disc, an advertising flyer, a preprinted coupon, a coupon printed at a point of sale, at least a portion of a package of a durable good, at least a portion of a receipt, a game card and a token.

22. The system of claim 19, wherein said electronic medium is selected from the group consisting of at least a portion of the body of an e-mail message, at least a portion of an e-mail attachment, a hypertext link, a JAVATM script, an executable file, and at least a portion of a facsimile transmission.

23. The method of claim 17, wherein distributing said off-line medium is through a distribution channel selected from the group consisting of direct mailing, hand delivery to residences, hand delivery to places of business, distribution to employees in a workplace, distribution to students in a school, distribution with a periodical publication, distribution together with a product offered for sale, distribution to customers of a commercial establishment, distribution from distribution points in public places, e-mail and facsimile transmission.

24. The method of claim 17, wherein the game requires said at least one user operating said user client to transmit user specific information to said server.

25. The method of claim 18, comprising the additional step of:
(f) facilitating redemption of said prize by means of said server.

26. The method of claim 17, comprising the additional step of:
(e) displaying one of a plurality of promotional messages during the game.

27. The method of claim 17, wherein the game is selected from the group consisting of chess, backgammon, a card game, a dice game, checkers, Chinese checkers, go, MONOPOLYTM, SORRYTM, a video game, a virtual reality game, DUNGEONS AND DRAGONSTM dungeons and dragons, a maze, lotto, bingo, keno, a race, a contest, a quiz and a test.

28. The method of claim 27, wherein said card game is selected from the group consisting of a poker game, blackjack, rummy, gin, solitaire, cribbage, casino, whist, euchre and acey-deucy.

29. The method of claim 27, wherein said dice game is selected from the group consisting of craps, casino craps, chuck a luck and over/under.

30. The method of claim 17, wherein said at least one entity includes at least two entities acting in concert.

31. The method of claim 17, comprising the sub-step of assigning each of said code to only one of said off-line medium distributed to a user of said plurality of users such that each of said code is unique.

32. The method of claim 31, comprising the sub-step of causing each of said unique codes to expire after a single use, such that each user of said plurality of users may play the game only one time with each of said off-line medium.